

Encouraging U.S. Travel for Study Summer Work, & Travel/Understanding the Socioeconomic Context



Project Title	Encouraging U.S. Travel for Study Summer Work, & Travel/Understanding the Socioeconomic Context
Project Summary	The intern would develop a social media campaign featuring the experiences of Peruvian student-age youth in the United States, and write a report that illuminates their opportunities and challenges, as well as their job prospects back in Peru.
Country	Peru
Country/Region of Focus	Peru

Project Description

The overall goal would be to 1) encourage Peruvians to study abroad and/or participate in Summer Work and Travel in the United States, and 2) Understand the socioeconomic context and prospects for recent grads. The intern would develop a campaign that includes testimonials from Peruvians studying and/or working in the United States on F, J, and possibly M visas, to include podcasts and social media posts. The intern could consider the schools and employers where most Peruvians go, recruit participants, conduct interviews and put together short videos and testimonials, utilizing EducationUSA advisees and “100,000 Strong in the Americas” Peruvian scholarship recipients who are now studying in the United States. The intern would consult with EducationUSA to understand their existing efforts, lessons learned, and success stories. They could also search the blogosphere to find out what Peruvians are saying about studying abroad, life in the U.S., culture shock and adjustment, financing/scholarship opportunities, and the visa process. The campaign may address parental concerns that present challenges to studying abroad, including finances, English abilities, difficulties navigating the U.S. education system, and perceptions of an unwelcoming environment for Latinos. The intern would consider inclusion in a report the timing for studying abroad – when do most people decide to go, what do they choose to study, what are their longer term plans, what were their motivations for studying in the U.S., and which universities did they attend in Peru (if any)? The intern may also take note of potential discussions of abuse or ways to cheat the system (possibly what the visa fixers are posting and who they are targeting), which could help alert adjudicators to potential fraud trends.

As a second part of this exercise, the intern could look more broadly at the Peruvian education system and job prospects for upcoming graduates and average incomes for select professions. The report would include an analysis of publicly available data on gender, poverty indicators by region, average income levels for comparable professions in the United States and Peru, and information on the possible brain drain from Peru. The intern would also identify required trainings for popular professions such as doctors, lawyers, and accountants in Peru.

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Economic analysis
Research
Social media management
Writing

Additional Information

Illustrative Deliverables:

- Research Plan, to include recruitment plans and sample interview questions
- Podcasts (10-30)
- Social Media Posts (20-40)
- Analysis of data on socioeconomic context, due at mid-point in Internship
- Report analyzing students’ experiences, challenges, and opportunities, to include recommendations for improving outreach, due after 7-8 months

Virtual Intern is expected to have a computer and Internet-connection. All products should be produced with technology already available to the intern, including free apps and software.

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	Native or bilingual proficiency	Native or bilingual proficiency	Required